



Iligan Institute of Technology
of the Mindanao State University
Quality Education for a better Mindanao

MASTER IN BUSINESS MANAGEMENT

Introduction

The Master in Business Management Program is a 42-unit graduate course intended to train bachelors' degree holders (regardless of the field of study) in new business management approaches to prepare them for executive, managerial or supervisory positions in business and industry, as well as in the government and the cooperative sectors. The program will also hone its graduates' entrepreneurial skills by equipping them with tools which they can use to organize and manage their own businesses. Moreover, MBM graduates will have an intensive preparation required to handle business education and research.

Objectives

The Master in Business Management Program aims primarily to produce competent human resources needed in the management of private and public sector organizations and cooperatives and in the development of new enterprises.

Specifically, the program aims to:

- a. prepare the students for positions in middle and higher management in the private and public sectors and cooperatives;
- b. equip the students with expertise in the planning and development of new enterprises; and
- c. prepare the students to handle business instruction, research and extension services.

MASTER OF BUSINESS MANAGEMENT (MBM)
(LIST OF COURSES BY SEMESTER)

First Year, First Semester

Course No.	Course Title	Units	Hours/ Week			Prerequisites
			Lec	Lab	Total	
BA 201n	Organizational Theory	3	3			None
BA 202n	Managerial Accounting	3	3			Pre-MBM Acctg. Course*
BA 203	Managerial Economics	3	3			Pre-MBM economic course*
BA 204	Operations Research	3	3			Pre-MBM Quanti Anal. course*
	Total	12	12			

First Year, Second Semester

Course No.	Course Title	Units	Hours/ Week			Prerequisites
			Lec	Lab	Total	
BA 205	Financial Management	3	3			BA 202, 203
BA 206	Marketing Management	3	3			BA 203
BA 207	Production and Operations Management	3	3			BA 204
BA 298	Business Research**	3	3			Functional courses completed
	Total	12	12			

Second Year, First Semester

Course No.	Course Title	Units	Hours/ Week			Prerequisites
			Lec	Lab	Total	
BA 291	Business Policy	3	3			Foundation courses
BA 292	MIS & Expert Systems in Business	3	2	1		Foundation courses
BA 297/299n	Management Case Writing/Thesis Writing***	3	3			Functional courses Graduating/BA 298
		3	Consultation only			
BA_____	Specialization Course	3	3			Relevant foundation courses
	Total	12	8	1		

Second Year, Second Semester

Course No.	Course Title	Units	Hours/ Week			Prerequisites
			Lec	Lab	Total	
BA 299n	Thesis Writing	3	Consultation only			
BA _____	Specialization Course or Elective	3	3			Relevant foundation courses
	Total	6	3			

*For students deficient in this area

**May not be taken by those with two years supervisory positions prior to admission to MBM except when taking the Thesis Option. They shall, however, enroll in an additional specialization course.

***BA 299 is for students under the Thesis Option. BA 297 is for those under the Non-Thesis Option and without a supervisory position for at least two years prior to admission to the MBM; they shall enroll in an additional specialization course as BA 297 is only a 3-unit course (those in the thesis option has to enroll in 6 units of BA 299 - Thesis Writing). Those with supervisory positions for at least two years prior to admission to MBM may not take BA 297 but shall enroll in (a) two additional specialization courses, or (b) in an additional specialization course and in an additional elective.

Relevant foundation courses as prerequisites to specialization courses vary with each major field:

Specialization Courses

Major in Finance

Prerequisite: BA 205 Financial Management

BA 231n	Investment Management	3
BA 232n	Management Of Financial Institutions	3
BA 233n	International Finance	3

Major in Production and Operations Management

Prerequisite: BA 207 Production and Operations Management

BA 241	Materials Management	3
BA 242	Total Quality Management	3
BA 243	Advanced Operations Research	3

Major in Human Resource Management

Prerequisite: BA 201 Organization Theory

BA 221n	Wage and Salary Administration	3
BA 222n	Organization Development	3
BA 223n	Staffing , Training and Career Development	3
BA 224n	Laws on Labor - Management Relations	3

Major in Marketing

Prerequisite: BA 206 Marketing Management

BA 251n	Entrepreneurial Marketing	3
BA 252n	Sales Management	3
BA 253n	International Marketing	3

Major in Institutional Management /Cooperative Management

Prerequisite: Tool Courses

BA 241	Materials Management	3
BA 261	Policy Problems in the Management of Non-Profit Organizations	3
BA 262	Special Topics	3

	Units
FOUNDATION CLUSTER	
Tool Courses*	12
BA 201n Organization Theory	3
BA 202n Managerial Accounting	3
BA 203 Managerial Economics	3
BA 204 Operations Research	3
Functional Courses	9
BA 206 Marketing Management	3
BA 205 Financial Management	3
BA 207 Production & Operations Management	3
INTEGRATIVE CLUSTER	6
BA 291 Business Policy	3
BA 292 Management Information System & Experts Systems In Business	3
SPECIALIZATION CLUSTER	15
A. Thesis Option	
BA ____ Specialization Course	3
BA ____ Specialization Course	3
BA 298 Business Research	3
BA 299n Thesis Writing	6
B. Non-Thesis Option	
BA ____ Specialization Course	3
BA ____ Specialization Course	3
BA 298 Business Research	3
BA 297 Management Case Writing	3
BA ____ Elective	3
TOTAL UNITS	42**

*Requires pre-MBM Courses in:

- Accounting
- Economics
- Quantitative Tools in Business
- Management Communications,
 Technical Writing and Case Analysis

** Students with appropriate undergraduate preparation may forego some courses or have an effective maximum of 36 to 39 units, to wit:

MBM students whose undergraduate degrees are in Accounting, Economics, Marketing, and Management may forego the MBM course offerings corresponding to their respective field of specialization (Managerial Accounting and Control, Managerial Economics, Marketing Management, or Organization Theory) provided their GPA in their major subjects is 2.0 or better. Organization Theory may not be taken even by non-Management majors provided that their GPA in all their Management courses is 2.0 or better.

Two integrative cases shall, however, be required of students for every course not taken. The case analyses shall be presented in oral and written form, and shall be rated only as Pass or Fail. The integrative cases shall be determined by the course professor and rated by him/her.

Moreover, students foregoing some courses shall not be exempted from taking the comprehensive exams in these courses.

CATALOGUE OF COURSES

FOUNDATION CLUSTER TOOL COURSES

BA 201 ORGANIZATION THEORY

The course is basically a critical review of conceptual literature on organizations and organizational life. It deals primarily with the fundamentals of management and organization theory, organizational behavior of individuals and groups and its dimensions, dynamics and processes, and of organizational change, development and intervention. A careful blend of theory and practice, particularly in the local and Asian setting, is also ensured for the course to come to life. The class is required to organize an enhancement seminar in Organization Theory.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : None

BA 202 MANAGERIAL ACCOUNTING

The course covers financial and management accounting within the framework of accounting conventions, principles, measurements and procedures for internal control, for use by management and for preparing public reports. It also covers managerial cost accounting and responsibility accounting, cost-volume-profit analysis, introduction to management systems, relevant standard, full and variable costing theory, financial and capital budgeting. An enhancement seminar shall be organized by the class.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : Pre- MBM course in Accounting for students deficient in accounting background

BA 203 MANAGERIAL ECONOMICS

This course deals with the concepts and principles in Economics which have been developed as effective analytical tools for management decision-making. It draws upon widely-accepted economic principles applicable to sound profit management and policy formulations in the areas of pricing, costs and finance in the micro and macro levels. An enhancement seminar shall be organized by the class.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : Pre-MBM course in Economics for students deficient in Economics Background

BA 204 OPERATIONS RESEARCH

This course covers concepts and methods of operations research as applied to problems in business and industry. It intends to make the students conversant with the scientific bases of the decision-making process in operations research. The topics include decision models as developed in the fields of marketing, economics, statistics and math, as well as other models under the frame work of certainty, risk, and uncertainty. The class shall come up with an enhancement seminar.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : Pre- MBM course in Quantitative Analysis for students with deficient background in the course

FUNCTIONAL COURSES

BA 205 FINANCIAL MANAGEMENT

The course deals with short-range and long-range financial planning risks and rates of return, bond and stock valuations and the management of the working capital and long-term financial position of a business. An enhancement seminar shall be organized by the class.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 202, BA 203

BA 206 MARKETING MANAGEMENT

The course deals with the marketing function of a business enterprise. It reviews the nature and dynamics of demand, and presents problems confronting management in adapting to demand conditions. Its emphasis is on the 4Ps: the management of the existing products; the development of pricing strategies for new and existing products; the types of distribution patterns; and the promotional programs employed to obtain sales and profits under a variety of operating conditions. An enhancement seminar shall be organized by the class.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 203

BA 207 PRODUCTION AND OPERATIONS MANAGEMENT

The course covers the scope and responsibilities of the production/operations function with emphasis on the planning, organizing and assembling of resources in a production or service enterprise; and on directing and controlling production operations. The topics include plant lay-out, time-and-motion study, synthetic time standard analysis of manufacturing processes, quality control, impact of automation, and purchasing techniques in response to change in market demand. Plant visits and case analysis enhance the course. The class shall come up with an enhancement seminar.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 204

INTEGRATIVE CLUSTER

BA 291 BUSINESS POLICY

This is an integrative course that deals with the study of policy issues and the development of strategy for the organization. The course explores the important relationship between the structural characteristics of an industry (e.g., market share, entry barriers, product market segmentation) and the performance (e.g., profitability, growth) of firms competing in the industry. Emphasis is placed on the application of theoretical concepts and models to policy formulation. Includes plant visits.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : Foundation courses

MBM MAJOR IN FINANCE

BA 231N INVESTMENT MANAGEMENT

Deals with investment analysis. The concentration is on the factors influencing the value of securities and the implications for portfolio management.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 205

BA 232N MANAGEMENT OF FINANCIAL INSTITUTIONS

Deals with problems and policies in the effective management of the resources of financial institutions, including bank lending and institutional investments. The course will also cover a study of the character and structure of the money and capital markets, and of the functions of the investment banking firms as financial intermediaries.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 205

BA 233N INTERNATIONAL FINANCE

Financing foreign trades, international capital movements, balance of payments and the foreign exchange, and international monetary theory and policy.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 205

MBM MAJOR IN HUMAN RESOURCES MANAGEMENT

BA 221 WAGE AND SALARY ADMINISTRATION

The course deals with compensation and wage theories; job design, analysis and evaluation; wage structure and design; benefits and incentives; labor-management relations; wage and salary problems; and Philippine labor laws on salaries, wages, benefits and incentives. Presentation and analysis of cases form part of the course. The students shall be required to submit a wage and salary structure and design towards the end of the term.

Credit : 3 units (3 hrs. lec)
Prerequisite(s) : BA 201

BA 222 ORGANIZATION DEVELOPMENT

The course deals with the planned, systematic, and long-range efforts to change the organization toward greater effectiveness making use of applied behavioral science principles and practices. The intervention strategies focus on the organization's culture and its human and social processes, with emphasis on "intact work teams" rather than on individual managers. The course shall be enhanced by case analyses and structured learning experiences.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 201

BA 223 STAFFING, TRAINING AND CAREER DEVELOPMENT

The course deals with the theory and practice of bringing new people into the organization and making them valuable addition to the work force. It also deals with the principles and techniques to ensure a fit between the people and the organization over time, thereby reducing turnover, improving the quality of work life, and improving on-the-job performance. The case method supplements lectures and discussions. The students, working by teams, shall be required to submit a training needs analysis and program toward the end of the term.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 201

BA 224 LAWS ON LABOR-MANAGEMENT RELATIONS

The course presents the laws on labor-management relations in the Philippines, including the avenues for compromise, cooperation, and collaboration between labor and capital.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 201

MBM MAJOR IN MARKETING

BA 251N ENTREPRENEURIAL MARKETING

The course deals with the entrepreneurial aspects of marketing. As such, entrepreneurial theories and methods are highlighted.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 206

BA 252N SALES MANAGEMENT

Deals with the administration of the sales function and the role of salespersons in a consumer-oriented economy in which marketing functions as a logistic-support and message transmittal system.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 206

BA 253N INTERNATIONAL MARKETING

The course focuses on marketing management theories, techniques, and strategies necessary to incorporate marketing concepts into the framework of the world market from a managerial point of view. The necessity of understanding the impact of a country, culture, and environment of a marketing program is emphasized as well as the problems of competing in diverse markets. Different levels of marketing involvement, from exporting to multinational marketing, are considered.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 206

MBM MAJOR IN PRODUCTION MANAGEMENT

BA 241 MATERIALS MANAGEMENT

The course is a study of procurement procedures, inventory control, storage and warehouse management through the use of case problems.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 207

BA 242 TOTAL QUALITY MANAGEMENT

The course is intended to share management experiences and expertise on total quality management (TQM) implementation. Comprehensive case studies on TQM in selected industries shall also be done

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 207

BA 243 ADVANCED OPERATIONS RESEARCH

The course deals with advanced operations research techniques used in firms. This includes computer simulation of alternative production processes for managerial decision-making.

Credit : 3 Units (3 hrs. lec)
Prerequisite(s) : BA 207

MBM MAJOR IN INSTITUTIONAL/ COOPERATIVE MANAGEMENT

BA 261 POLICY PROBLEMS IN THE MANAGEMENT OF NON-PROFIT ORGANIZATIONS

The course deals with the definition of policy and strategy issues for non-profit organizations with focus on cooperatives, hospitals and health care presented through book excerpts, journal articles and cases. Private sector policy issues and policy implications of the relative absence of market discipline in the non-profit sector are discussed. The emphasis is on managerial and human judgment factors, with the focus of analysis often on the organization leaders. A team composed of three or four students each is required to conduct an investigation of policy and management issues in a non-profit enterprise of their choice, produce a written report and make a class presentation.

Credit : 3 Units (3 hrs. lecture)
Prerequisite(s) : BA 201, 202, 203, 204

BA 262 SPECIAL TOPICS

Seminars on special problems of developing and implementing organization strategy in the non-profit sector focusing on cooperatives, hospitals, and health care. Students will be required to submit a research output on a chosen special problem.

Credit : 3 Units (3 hrs. lecture)
Prerequisite(s) : BA 201, 202, 203, 204

BA 241 MATERIALS MANAGEMENT

This is also a specialization course in MBM major in Production Management. This is a study of procurement procedures, inventory control, storage and warehouse management through the use of case problems.

Credit : 3 Units (3 hrs. lecture)
Prerequisite(s) : BA 207

Note: The specialization courses in one major field in the MBM Program may be taken as electives by students majoring in another field.

Thesis Option

A student who chooses the thesis option shall enroll in six (6) units of BA - 299 Thesis Writing. The continuous registration rule for Thesis Writing shall apply.

Non-Thesis Option

A student who has had no supervisory designation of at least two (2) years prior to admission in the MBM who chooses the non-thesis option shall enroll in BA 298 (Business Research, 3 units) and BA 927 (Management Case Writing, 3 units). And in one additional specialization course (3 units).

A student who has had at least two (2) years of supervisory designation at the time of his/her admission to the Program and who chooses the non-thesis option shall enroll in an additional 3-unit specialization course in lieu of BA 297 - Management Case Writing and in another additional 3-unit elective in lieu of BA 298 - Business Research.

Comprehensive Examinations

A student in the non-thesis option is required to take and pass the comprehensive exams in the following areas.

Area I	Accounting
Area II	Finance/Economics
Area III	Organizational Theory
Area IV	Production & Operations Management
Area V	Marketing

Admission Requirements

1. A bachelor's degree regardless of the field of study, from recognized institutions of higher learning.
2. An undergraduate weighted average of at least 2.0 or some evidence of potential to do graduate work. These qualifications shall be determined through the submission of the following:
 - a. Official transcript of records
 - b. Duly accomplished application for admission
 - c. Recommendation from a former professor
 - d. Recommendation from a current supervisor
 - e. An interview with the MBM Program Committee
 - f. Satisfactory score in the MBM Program's admission test
 - g. Satisfactory score in the English – Proficiency Test
3. Passing in pre-admission requirements for those applicants who may be found deficient in the appropriate basic tools where such tools are required prior to enrolling in certain core courses.

Graduation Requirements

Regular MBM

1. The student must have earned a minimum weighted average grade of 2.0 in all core courses and 1.75 in all specialized courses.
2. He/She must have successfully presented his / her written Management Case Study (non-thesis option).
3. He/She must have successfully defended his/her master's thesis if he/she follows the thesis program.
4. He/She must satisfactorily pass the comprehensive examinations with a grade of 1.75 in his/her field of specialization and 2.0 in the other subjects if he/she follows the non – thesis program

CERTIFICATE COURSES LEADING TO THE MBM DEGREE

1. The student must have completed all four certificate courses, each with a weighted average of 2.00.
2. He/She must have completed also integrative courses, including a course in Business Research, with a weighted average of 2.00.
3. He/She must have successfully defended his/her master's thesis if he/she follows the thesis program.
4. He/She must satisfactorily pass the comprehensive examinations with a grade of 2.0 if he/she follows the non – thesis program.